

Note
Opening Date:
Saturday,
Jan. 15.
8 a. m. Sharp.

ANNUAL CLEARING SALE

The Earnest Company.

The Date for
Bargains
is
Saturday,
JAN. 15.



Ladies Coats and Capes.

You have several months yet to use them. Every one purchased by us from the foremost manufacturers in the United States who get their styles direct from Paris.

The reductions are made deep—some are actually cut in half. They will go early in this sale. Only a few left and they must be sold.

Black silk and satin long coats actual \$25 values, this sale **12.50**

\$39 values at 19.50; 16.00 satin 3/4 length at \$7.90.

Long cloth coats, tan, mixed and stripe \$8 and \$10 values **4.98**

Tan, mixed short coats \$6 val **3.48**

Ladies fine capes \$12 values **6.90**

Silk rain coats 10 to \$15 values **\$7.90, \$9.90 and \$12.90**

A few children's coats at about half price.

The New Naval Blouses.

For Ladies and Misses

We have just received a big lot of the new naval, or midday, blouses which are all the rage. \$1 and \$1.25 values, this sale **98c**

Silk and Heatherbloom Petticoats.

Same values here that you could hardly expect to get especially in the face of all advance prices in all lines of goods, but they go with the other goods at a sacrifice.

Black heatherbloom style, deep ruffles, no better sold at \$1.50; we have marked them \$1.25 special this sale **98c**

Very fine black heatherbloom \$2 special, this sale **1.49**

Black silk petticoat, no one will sell you better at \$5.00, extra bargain this sale **2.98**

Black silk petticoat, extra heavy silk; you cannot buy as good for less than \$6.50, this sale **3.98**

Black and colored silk and mescaline Petticoats, our \$6.50 and \$7.50 values, this sale **4.98**

Towels at a Bargain

Replenish your stock now while towels are cheap. Buy them by the dozen—anticipate your wants and save money.

Good Huck Towel special this sale **4c**

The best 10c Huck Towel, this sale **7c**

A large size Huck Towel, usually sold at 15c, this sale **9c**

All linen Huck, full size, the best 25c towel made, this sale **19c**
Fair size bleached Turkish Towel Hemmed ends well worth **9c**
12c. This sale **9c**
Large size, with fringed ends, colored borders, 18c values. This sale **12c**
Extra large Turkish Towels. Special clearance sale price. **21c**

Ladies Dress Skirts

Opportunities like this seldom come when you can buy a handsome stylish dress skirt at such a deep cut on price under their actual value.

Ladies Panama skirts, none better sold by others at \$2.50, this sale **1.49**

Finer grade better made, regular \$3.00 skirts in black and brown, this sale **1.98**

\$3.50 and \$4.00 values in black, navy and brown, this sale **2.48**

Beautiful panama skirts, very latest styles, plain and fancy weaves, black, brown and navy, a real 6.00 skirt; we used them as a 5.00 lender, this sale **4.39**

Black voile skirts, latest styles, elegant quality, 6.50 value this sale **4.49**

\$7.00 and 8.00 panama and voile skirts, this sale at **5.98**

\$9.00 and 10.00 values at **6.98**

Table Linens.

60 inch table linen, white or red some ask you 35c for no better 68 in. fine mercerized, well worth 65c, clearing sale price **42c**
German, all linen, half bleached, wears like iron and will bleach in few washings, this sale **44c**
72 inch fine linen damask, best \$1.00 value at **84c**
\$1.25 value at 98c; \$1.50 value at \$1.24.

When You Have
Digested
this
Read the Other
Side.

Corset Bargains

We carry only the best lines. The well known Warner's and American Lady, both are guaranteed not to rust; to give perfect satisfaction. Get your supply during the sacrifice sale.

The best 50c corset, as good as usually sold at 75c, this sale **42c**

About 50 regular \$1.00 corset, an odd lot American Lady and Warner's, to close out at this sale **69c**

All our regular \$1.00 corset **98c**

\$1.50 values at **1.34**

2.00 " " **1.69**

2.50 " " **2.19**

3.00 " " **2.59**

4.00 " " **3.49**

Muslin Underwear

We have a good stock of Ladies' Muslin garments of all kinds and will offer some special values during this sale

Odds and Ends at a Great Sacrifice.

All Odds and Ends of every description throughout this store will be cleaned out at a great sacrifice during this sale.



Hosiery at Cut Prices

Mothers of families can lay in a supply for the children, for we are going to surprise you in bargains. Also Ladies' hose of all kinds all reduced in this clearing sale. Did you ever get dependable hose at such unheard of prices as these:

100 doz. Children's Ribbed Hose, regular 10c Hose, limit 6 pair to a customer per day, no mail or phone orders taken on these, you must come for them, while they last at per pair **5c**

Wonderhose, guaranteed, for Boys and Girls, 4 pairs to box, black and tan, guarantee with box, while they last, at per pair **15c**

Boys heavy ribbed Hose, 15c values clearance sale price **40c**



Ladies Hose 10c values **7 cents**

Ladies Hose, 15c values at **11 cents**

25c values, as good as any 35c Hose at **21 cents**

An odd lot Ladies and Childrens 25c Hose to clean up at per pair **19 cents**

The Celebrated Queen Quality Shoes

(Crook stock) at one-half price. Comes in low cuts, high cuts, lace, buttons, tan, viol, patent leathers, etc.

\$3.00 quality at **1.50**

3.50 " " **1.75**

4.00 " " **2.00**

4.50 " " **2.25**

5.00 " " **2.50**

5.50 " " **2.75**

6.00 " " **3.00**

6.50 " " **3.25**

7.00 " " **3.50**

7.50 " " **3.75**

8.00 " " **4.00**

8.50 " " **4.25**

9.00 " " **4.50**

9.50 " " **4.75**

10.00 " " **5.00**

10.50 " " **5.25**

11.00 " " **5.50**

11.50 " " **5.75**

12.00 " " **6.00**

12.50 " " **6.25**

13.00 " " **6.50**

13.50 " " **6.75**

14.00 " " **7.00**

14.50 " " **7.25**

15.00 " " **7.50**

15.50 " " **7.75**

16.00 " " **8.00**

16.50 " " **8.25**

17.00 " " **8.50**

17.50 " " **8.75**

18.00 " " **9.00**

18.50 " " **9.25**

19.00 " " **9.50**

19.50 " " **9.75**

20.00 " " **10.00**

20.50 " " **10.25**

21.00 " " **10.50**

21.50 " " **10.75**

22.00 " " **11.00**

22.50 " " **11.25**

23.00 " " **11.50**

23.50 " " **11.75**

24.00 " " **12.00**

24.50 " " **12.25**

25.00 " " **12.50**

25.50 " " **12.75**

26.00 " " **13.00**

26.50 " " **13.25**

27.00 " " **13.50**

Shirtwaists.

Some astonishing bargains in this line. All Waists at a big cut. Odd lots sacrificed at about one half price.

Net Waists, \$2.00 values. Yours during this sale at **98c**

The net is worth more.

Fine Linen tailored Waists, our special \$1.25 Waist, a bargain, this sale at **98c**

Special \$1.75 Tailored Waist, well worth \$2.00 Yours during this sale at **1.39**

Shirtwaists.

Fine Tailored, all Linen Waists, tucked front and back, \$2.50 values, this sale at **1.69**

All Linen Tailored Waists, fine quality, fine tucked front and back, a beauty, \$3 value at **1.98**

Silk Waists, plain and plaids, \$3.00 and \$3.50 values, this sale at **1.98**

Odd lot Net Waists, white and ecru, our \$1.00 and \$5.00 values, all go in this sale at **1.98**

A Lucky Purchase.

Our bid of Fifty Cents on the Dollar was accepted for Crook's entire stock of Ladies, Misses and Childrens Shoes. Every one knows that this store catered to the best trade and carried only high-grade Shoes. We ourselves have only recently added shoes to our department stores. As we do not intend to mix the Crook stock with the goods we have just bought for our regular lines, we are going to dispose of every pair of the Crook shoes during the next two weeks at the greatest bargain event you ever attended. You will find the celebrated

Queen Quality Shoes for Ladies and Misses.

This brand is thoroughly known for their standard value. To have the opportunity of buying these shoes at half price should be a great inducement to lay in a supply. We anticipate the biggest crowds of eager buyers that ever attended our stores. So be sure and come early. These bargains you will find in bins in our shoe department. Every pair will be sold at just 1-2 their former price—some for less.

You are the loser if you don't get your share.

Remember, Sale Begins

Saturday, January 15,

at 8 a. m. Sharp.

Odds and Ends at
a Great
Sacrifice.

All Odds and Ends of every description throughout this store will be closed out at a great sacrifice during sale.



The New Hair Turbin and Pins

We are always up to style.

This cut shows how your hair will look with the new Hair Turbin. We have them at

25 and 50 cents.

Also a nice line of the Pins at

25c and 50c set of 4. Also a few

finer Pins at 25c and 50c each.

Supply yourself here and be up to style.



Electro No. 3.

Ladies and Childrens Underwear



The Demand for
"Nobutton" Is
Reaching a Craze

This will be a thorough clean up of every garment bought for winter wear. This sale comes right at the time when you need them the most. Lots of cold weather yet.

The newest out is the no-button vests. The most sensible vests made. Nice weight, made of fine yarns, quality as good as any 35c vest, special this sale (Drawers to match) **21c**

Regular 50c quality, better than the average, this sale (Drawers to match) **39c**

Ladies wool vests and drawers, \$1.00 values, clearing sale price, each **75c**

Childrens bleached knit waists. E Z style, clearing sale price **10c**

E. Z. and Nazareth waists, the best made, clearing sale price **21c**

Dr. Denton's sleeping garments for children, 50c grade, this sale **39c**

75c grade at 50c

Infants and childrens vests at 10c, 15c, 19c and 21c

New Shoes at Cut Prices.

While the entire Crook stock of shoes will go at one half their former price, we will also make a good cut on our entire lot of new shoes that will be a big saving to you. Only the very best brands are carried by us and they are just in, but in order to make a big sale and to reduce our stock, we cut the prices on the entire lot.

You cannot afford to miss
this Great Sale.

The Earnest Co. PALATKA, FLORIDA.